




BUDGET MEMO # 21

DATE: April 12, 2013

TO: The Honorable Mayor and Members of the City Council

FROM: Melanie Burrell, City Clerk

THROUGH: Robert Sisson, City Manager 

SUBJECT: Cityscene Distribution Update

Council requested additional information on the Cityscene, the number of citizens signed up for eMAS notifications and those whom have requested mailed copies.

Currently there are 958 people signed up for eMAS notification for the Cityscene specifically (eMAS currently has a total of 4669 users). Every month when the Cityscene is posted on the City website an eMAS is sent out to those citizens with a link to the cityscene.

Currently there are 484 people signed up to receive the Cityscene monthly via US Mail.

eMAS vs. email

Through eMAS:

- The subscriber controls and maintains their account information, updates their information when necessary and decide which notifications they would like to receive and how they would like to receive them.
 - There are 43 categories
 - Notifications can be sent to emails, pagers, text message, voice/fax dialers such as TDD/TTY
- Staff time is not used updating and maintaining the contact list.
- It is a more secure way of communicating.
 - The "To:" section of the email is undisclosed, so there is no risk of accidentally releasing subscribers email addresses to the public
- Several staff have access and can send out the notification.
- Less room for error in distribution.

Through email:

- A Cityscene email list would have to be generated; one does not exist at this time.
- Staff time would be required to update and maintain the email list.
- Emails would not reach those who request notification via, pagers, text or TDD/TTY

- Emails would require a file attachment which could be “kicked back” if the file size is larger than the recipients mailbox will allow.
- Greater risk of email addressed being disclosed, if not emailed through blind copy.

Advertisements to sign up for eMAS notifications, and to receive a mailed copy are placed in the quarterly water bill, published in Leisure Times and the Cityscene and viewable on Cityscreen 12. Every month we receive approx. 5 calls most of which are from our aged population or others who have expressed that they do not use the computer.